

Business by Telephone

\$5,000 worth of the advertising in this special issue of The Washington Herald was secured by telephone. This includes both local and out-of-town business which could be secured in no other way.

The management of The Herald has informed us that the telephone has opened the door to new business and that soliciting by telephone is superior in several ways to other methods.

What the telephone has done in selling advertising (always a difficult thing to sell), it will do in selling shoes, groceries, hardware, paint, printing, and service of all kinds.

We would like to talk with you—whatever your line of business may be—about starting a selling-by-telephone campaign. May we?

Telephone or Write Our Business Office,
Main 9000.



**The Chesapeake and Potomac
Telephone Company**

OUR OPPORTUNITY IN FAR AWAY JAPAN

Growth of Trade Already Has Been
Phenomenal, Says Tokyo
Official.

The growth of trade between Japan and the United States is declared to have been almost phenomenal in an article on "Japan as a market for American goods," by Minoru Oka, chief of the bureau of commerce and industry, department of agriculture and commerce, at Tokyo, published in the Japan Magazine. "Though trade with America is now quite prosperous," says the writer, "it is nothing to what it might be, since there are a great many things made in America which Japan needs and is not now importing to any appreciable extent; and in the same way there are a great many goods which Japan can supply to the United States. Already America gives us cotton in return for silk, but there are many other characteristic products that could be exchanged with equal facility and profit and which would help to bind the two nations more economically together. Then the Pacific would be true to its name. With the opening of the Panama Canal, the pride of America at the dawn of the twentieth century, relations between the two countries must take a new turn, and there is no doubt that commerce and trade will have much to do with their mutual destiny."

The Japanese official says of the general relations of the two countries:

"We are much indebted to America in many ways for her kind guidance in assisting us toward the achievement of a new Japan, for which we shall always be truly grateful. It was America that first awakened Japan from the dream of her feudal age and caused a national consciousness to overflow in the breasts of her people. Since then Japan has sent a great many of her sons and daughters to become acquainted with American science and culture, and these on returning home have become prominent as leaders in politics, education, religion, and productive industry, helping to create the new Japan. The effect of the practical knowledge which these students introduced into our civilization has caused no less than a revolution, especially in our industrial organization and economic expansion."

The writer says that Japan's biggest demand continues to be for raw cotton; that the country is every year coming to occupy a more and more important position as the supplier of cotton yarn and cotton goods to the Orient and the south seas, and her cotton spinning industries have developed at a marvelous rate. "As the demand for fine yarn is increasing, there is no doubt that the import of American cotton will also increase. This will be further benefited by the cheaper freight rates brought about by the opening of the Panama Canal."

Petroleum is mentioned as the second most important product received from the United States, although its future is held to be in doubt because of the increasing use of electricity and the rich oil wells of Japan. Wheat and flour are given high position, and it is stated that the four mills of Japan have found out the superiority of American wheat for dunnage and uniform quality. "Those who can afford it," he says, "prefer bread made from American wheat, as it is rich in gluten and rises well."

A statement that there is room for a vast import in iron and iron manufactures from the United States to Japan is followed by this review of the important items:

The most important now in demand are iron pipes, rails, bars, angle iron, and nails. The constant increase in the use of gas in Japan causes a big demand for piping. American pipe is liked because it is more malleable than that from other countries.

Our total imports of rails reach a value of some \$1,995,000 a year, about half of which come from the United States, and more would come if the American rail were not higher in price than the German; yet the former has the advantage in strength and weight and is very suitable for electric railways. German light rails are usually below 30 pounds to the foot, while American are from 30 to 120; consequently the German rails are used mostly for Japanese light railways. The growing industry in electric railway enterprise in Japan promises to make the demand for rails continue.

In various kinds of machinery there is room for further imports. Among the more important of such machines are electric generators and motors, sewing machines, and lathes. Agricultural implements, gas meters, cranes, pumps, steam boiler and turbine engines, and paper-making machinery are also imported. In locomotives and railway carriages the development of facilities of communication will enhance the future demand.

In paraffin, leaf tobacco, raw rubber, salted salmon and trout, aluminum, zinc, mineral oils, pulp, resin, printing paper, acetate of lime, watches, and bicycles there is a considerable importation from the United States, and in future an increase is probable. Other articles of promise are carbolic acid, soda, formalin, other chemicals, gold and silver solution, hops, pulp, dyes, paints, woolen goods, papers, soaps, perfumes etc.

tion has caused no less than a revolution, especially in our industrial organization and economic expansion."

The writer says that Japan's biggest demand continues to be for raw cotton; that the country is every year coming to occupy a more and more important position as the supplier of cotton yarn and cotton goods to the Orient and the south seas, and her cotton spinning industries have developed at a marvelous rate. "As the demand for fine yarn is increasing, there is no doubt that the import of American cotton will also increase. This will be further benefited by the cheaper freight rates brought about by the opening of the Panama Canal."

Petroleum is mentioned as the second most important product received from the United States, although its future is held to be in doubt because of the increasing use of electricity and the rich oil wells of Japan. Wheat and flour are given high position, and it is stated that the four mills of Japan have found out the superiority of American wheat for dunnage and uniform quality. "Those who can afford it," he says, "prefer bread made from American wheat, as it is rich in gluten and rises well."

A statement that there is room for a vast import in iron and iron manufactures from the United States to Japan is followed by this review of the important items:

The most important now in demand are iron pipes, rails, bars, angle iron, and nails. The constant increase in the use of gas in Japan causes a big demand for piping. American pipe is liked because it is more malleable than that from other countries.

Our total imports of rails reach a value of some \$1,995,000 a year, about half of which come from the United States, and more would come if the American rail were not higher in price than the German; yet the former has the advantage in strength and weight and is very suitable for electric railways. German light rails are usually below 30 pounds to the foot, while American are from 30 to 120; consequently the German rails are used mostly for Japanese light railways. The growing industry in electric railway enterprise in Japan promises to make the demand for rails continue.

In various kinds of machinery there is room for further imports. Among the more important of such machines are electric generators and motors, sewing machines, and lathes. Agricultural implements, gas meters, cranes, pumps, steam boiler and turbine engines, and paper-making machinery are also imported. In locomotives and railway carriages the development of facilities of communication will enhance the future demand.

In paraffin, leaf tobacco, raw rubber, salted salmon and trout, aluminum, zinc, mineral oils, pulp, resin, printing paper, acetate of lime, watches, and bicycles there is a considerable importation from the United States, and in future an increase is probable. Other articles of promise are carbolic acid, soda, formalin, other chemicals, gold and silver solution, hops, pulp, dyes, paints, woolen goods, papers, soaps, perfumes etc.

In paraffin, leaf tobacco, raw rubber, salted salmon and trout, aluminum, zinc, mineral oils, pulp, resin, printing paper, acetate of lime, watches, and bicycles there is a considerable importation from the United States, and in future an increase is probable. Other articles of promise are carbolic acid, soda, formalin, other chemicals, gold and silver solution, hops, pulp, dyes, paints, woolen goods, papers, soaps, perfumes etc.

In paraffin, leaf tobacco, raw rubber, salted salmon and trout, aluminum, zinc, mineral oils, pulp, resin, printing paper, acetate of lime, watches, and bicycles there is a considerable importation from the United States, and in future an increase is probable. Other articles of promise are carbolic acid, soda, formalin, other chemicals, gold and silver solution, hops, pulp, dyes, paints, woolen goods, papers, soaps, perfumes etc.

In paraffin, leaf tobacco, raw rubber, salted salmon and trout, aluminum, zinc, mineral oils, pulp, resin, printing paper, acetate of lime, watches, and bicycles there is a considerable importation from the United States, and in future an increase is probable. Other articles of promise are carbolic acid, soda, formalin, other chemicals, gold and silver solution, hops, pulp, dyes, paints, woolen goods, papers, soaps, perfumes etc.

In paraffin, leaf tobacco, raw rubber, salted salmon and trout, aluminum, zinc, mineral oils, pulp, resin, printing paper, acetate of lime, watches, and bicycles there is a considerable importation from the United States, and in future an increase is probable. Other articles of promise are carbolic acid, soda, formalin, other chemicals, gold and silver solution, hops, pulp, dyes, paints, woolen goods, papers, soaps, perfumes etc.

In paraffin, leaf tobacco, raw rubber, salted salmon and trout, aluminum, zinc, mineral oils, pulp, resin, printing paper, acetate of lime, watches, and bicycles there is a considerable importation from the United States, and in future an increase is probable. Other articles of promise are carbolic acid, soda, formalin, other chemicals, gold and silver solution, hops, pulp, dyes, paints, woolen goods, papers, soaps, perfumes etc.

CAMERA MAN MUST HAVE SPEED AND EFFICIENCY

Gets Only One "Shot" for Some of
His Best Pictures—Accuracy
Essential.

With the exception of a few photographs which it became necessary to obtain from photographers in other cities, all of the cuts used for illustrations in this "Washington, 1915, Edition" were made from photographs taken by the National Photo Company. Ninth and H streets northwest, the members of the firm being H. E. French and A. W. Leonard.

Commercial photographic work, especially when executed for newspapers, must be done with speed and the highest degree of efficiency, because in many instances, it is never possible for the camera man to return and make another picture similar to the one desired. In the qualities of quickness, accuracy and efficiency Mr. Leonard and Mr. French are unusually gifted, and their finished work is practically perfect.

Washington is noted for its high-class photographers and the National Photo Company, although having been in existence but three years, has certainly added greatly to that reputation. Mr. French was connected for ten years with Bradstreet's Commercial Agency in Washington and Mr. Leonard was employed in the Navy Department until they organized their present successful business. Both men were skilled photographers when the National Photo Company was organized and their success was immediate.

The company is making a specialty of collecting pictures and photographs from all over the world, covering every subject conceivable. This collection of world photographs is already one of the largest in Washington, which is saying much. The company has an ambition to make it the largest within a short time, in which ambition it will undoubtedly succeed. If any one desires to write a special article illustrations on almost any subject may be found in the National Photo Company's collection. As a feature department this collection will eventually be invaluable.

Without any solicitation on the part of either Mr. French or Mr. Leonard, the management of The Washington Herald takes pleasure in endorsing the efficient work of the National Photo Company this indorsement being based on the creditable and artistic work which the company has done for the "Washington, 1915" edition and the regular issues of the paper.

Eugene E. Stevens,
Frank D. Fawcett,
Harry G. Batchelor.

MILO B. STEVENS & CO.,

Established 1884.

Solicitors of Patents and Claims.

Barister Building, 605 F St. N.W., Washington, D. C.

Branch Office: 31-33 Montross Block, Chicago.

JITNEYS COME —AND— JITNEYS GO

But the original Jitney service, inaugurated to meet the demands of Washington by Barry Bulkeley and his associates, A. E. Reissel and G. A. Schutt, will go on forever.

There can be no doubt of the success of this Jitney service.

The touring cars of the company have carried as high as 8,500 passengers in a day, and not one patron in the thousands upon thousands who enjoy swift, comfortable rides to and from their homes, has been injured through the carelessness of a driver.

This is a record of which any automobile transportation company may be proud. It is a record which it will be the aim of the company to live up to.

The Jitney Bus Company is thus providing the best transportation facilities of its kind in the country. It has profited by the errors and vicissitudes of similar companies in other cities, and the Washington people get the benefit.

Within a few days the cars of this company will be seen on several new routes, draining all sections of the city.

The natural evolution from a Jitney service is a cab and auto service within the reach of everybody in the city of Washington. This the company headed by Mr. Bulkeley has provided. In no other place can be found any service equal to this in comfort, safety, and reliability at the price. Clean, comfortable, well cared for cars in charge of unusually careful drivers, have been placed at the disposal of the people of this city.

Just think of it! You can go from your home anywhere in the city proper; to the theater and be taken back to your home for \$1.50.

You can ride for a mile, whether the party be one or four, anywhere in the city proper, for 40c.

You can ride through the wonderful parks and drives in and around Washington for \$1.25 per hour.

You can have an automobile at your disposal for an entire day, go where you please and be carefully served, with comfort and safety assured, for \$10.00.

Only the latest type of cars are in the service of this company.

There are thousands upon thousands of residents in Washington who can and do avail themselves of this unusual and extraordinary service.

The popularity of this latest low-priced auto service is producing a business that is gratifying to the company and satisfactory to its patrons. Continued demand has compelled the company to increase the number of cars in use until it is now one of the largest. If not the largest, auto service concerns in the city, and certainly one of the most popular and successful.

Phone Main 804 for an Auto

1836---1915

The Riggs National Bank

Of Washington, D. C.

SUCCESSORS TO RIGGS & CO.

OFFICERS

PRESIDENT

Charles C. Glover

VICE PRESIDENTS

Milton E. Ailes

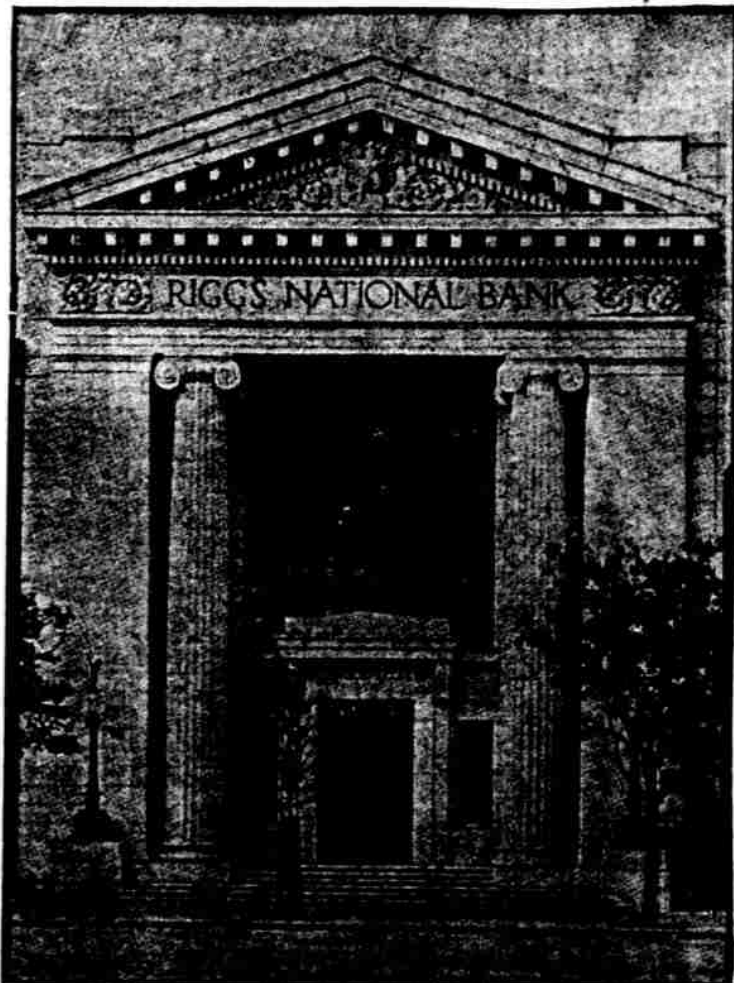
William J. Flather

CASHIER

Henry H. Flather

ASST CASHIER

Joshua Evans, Jr.



DIRECTORS

Charles C. Glover,

Thomas Hyde,

James M. Johnston,

Wm. J. Flather,

Henry Hurt,

John R. McLean,

F. A. Vanderlip,

Milton E. Ailes,

Henry H. Flather,

H. Rozier Dulany,

Frederic D. McKenney,

Willard H. Brownson,

Charles I. Corby,

Sylvester W. Labrot,

Robert C. Wilkins,

Joseph Paul.

FOREIGN EXCHANGE BOUGHT AND SOLD. COLLECTIONS MADE THROUGHOUT THE WORLD.
CABLE TRANSFERS. LETTERS OF CREDIT.

Capital - - - - \$1,000,000

Surplus - - - - \$2,000,000

Accounts of Individuals, Firms and Corporations Invited.

THIS HOUSE ALWAYS RENTS



Because It Has All the Modern Conveniences

It is piped throughout for gas and lighted with the new semi-indirect incandescent gas fixtures.

Its "up-to-the-minute" kitchen, with cabinet gas range, porcelain sink, gas water heater, and furnace coil connection, is a model of hygienic comfort and convenience that appeals to every thinking housewife.

If you have a house to rent, it will bring in more money and rent more quickly if you have it piped for gas.

If you live in your own home, you owe it to yourself and family to equip it with sanitary gas appliances. Our low prices and easy monthly payment system on house-piping, fixtures, and appliances leave no excuse for further delay.

Phone Main 8284, or send us a postal card.

Our representative will see you and quote prices and terms to suit your needs.

Washington Gas Light Company

425 Tenth Street Northwest